

## Positive Alternatives 2017 - 2019 Quarterly Update

**Grantee: EMERGENCY PREGNANCY SERVICE OF ROCHESTER (dba Birthright of Rochester)**

**Vendor Number 285534**

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**Goal: To provide necessary services and referrals to pregnant and parenting women of Rochester and Southeast Minnesota**

**For the period: July 1 – September 30, 2017 Quarter 5**

<b>Activity or Service</b>	<b>Activity or Service Description</b> Major Work Plan Activities	<b>Work Plan Count</b>	<b>Program Progress and Accomplishments</b> Report the progress and accomplishments made this period on each activity.	<b>Report Count</b>
<b>Outreach</b>	Advertise locally; distribute pamphlets and posters describing services		We distributed a packet with letter, poster with tear-offs, pamphlets and rack cards to all area agencies, hospitals, churches and organizations within 30 miles of Rochester as part of this quarter's outreach.	
<b>Material Support</b>	Provide material assistance to pregnant and parenting women	115	We provided material assistance to 130 women in the form of diapers (201 packages), wipes (116 packs), baby wash (112 bottles), newborn layette gift bags (25 bags with necessities), maternity clothes (to 12 clients), and infant clothing (to 108 clients.)	130
<b>Pregnancy Testing</b>	Provide pregnancy testing, guidance, and assessment for program eligibility	4	We continue to provide free pregnancy testing and guidance. 2 clients were administered. Several others noted they had a positive test(s) at home. For each client, we provided guidance, information and help in connecting them with resources.	2

<b>Provide Necessary Services Assessments Only</b>	Staff provides clients only intake assessments, information on, referral to and assistance with securing necessary services	1	Calls from clients seeking information on the services we provide. Necessary services evaluation done via phone and referrals to community agencies provided.	12
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<b>Maternal and Child Health Initiative Task Force Strategies</b>				No.
<i>Number of women who received car seats and car seat safety education from a PA funded program activity</i>				NA
<i>Number of women who received car seat safety education only from a PA funded program activity</i>				NA
<i>Number of women who received child abuse prevention education from a PA funded program activity</i>				124
<i>Number of women who received abusive head trauma (shaken baby) prevention education from a PA funded program activity</i>				124
<i>Number of women who received a baby bed, crib, or pack-n-play and sleep safety education from a PA funded program activity</i>				NA
<i>Number of women who received sleep safety education only from a PA funded program activity</i>				120

**Challenges:** We administered fewer pregnancy tests than usual this quarter. Several clients came in already noting they did tests at home and did not need another. During August we had less walk-in hours for clients due to summer vacations of client advisors and office assistants. We could use more client advisors; one is currently in training.

**Comments:** We had a surge of short term on-office volunteers in July, with about 25 teenagers volunteering summer service hours in conjunction with their local church. These youth, 12-18 years, learned about the services we provide. In September we participated in four information fairs hosted by a local church and provided information/raised awareness of our services. Three client advisors from our office attended the Birthright State Conference in Winona; very informative and educational. Our office Director, also President of the Birthright of Minnesota State Board, shared information about the PA grant funding. We experienced large donations of maternity and baby clothing just in time for fall, which really

helped our clients. We continue to mail information to local organizations, schools and churches to raise awareness of our services and we continue to target advertising to Facebook and Instagram to reach potential clients.